

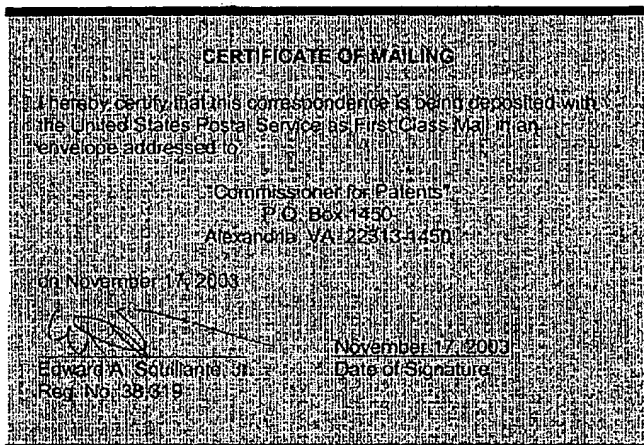
RECEIVED
CENTRAL FAX CENTER

NOV 17 2003

PATENT

CASE #Z6000(V)
UNUS #01-D507-EDG

OFFICIAL

M. E. ...
11-19-03
12/16
Johnson

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Coccaro et al.
Serial No.: 09/955,894
Filed: September 19, 2001
For: METHOD FOR PURCHASING CONSUMER PRODUCTS
Group: 3727
Examiner: Jeffery A. Shapiro
Edgewater, New Jersey 07020

AMENDMENT AND REPLY UNDER 37 CFR §1.111

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The following reply is responsive to the Office Action mailed August 15, 2003. Claims 1-13 were the claims presented for prosecution on the merits and they are the claims which remain pending. Reexamination and reconsideration of the subject application, pursuant and consistent with 37 CFR §1.112, are respectfully requested.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 5 of this paper.

NOV 17 2003



OFFICIAL

Unilever
Patent Department
45 River Road
Edgewater, NJ 07020
Tel.: (201) 943-7100 or
(201) 840 + Extension
Fax: (201) 840-8294

FAX TRANSMITTAL

PRIVILEGED AND CONFIDENTIAL

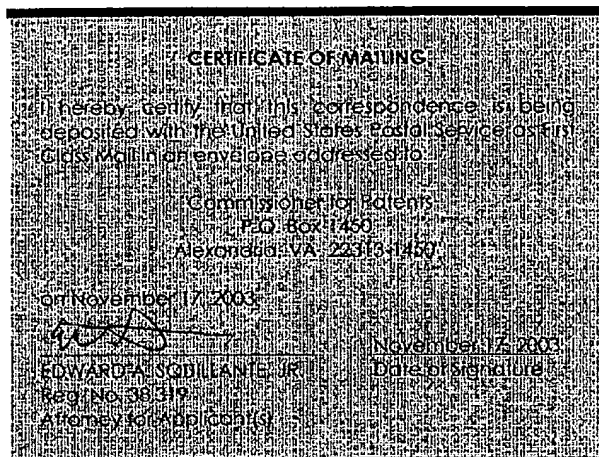
To: Examiner Jeffery Shapiro Group: 3727 cc: Fax No: 703-872-9302	From: Patti O'Donnell for E. Squillante No. of Pages: 12 (including cover sheet) Date: November 17, 2003
RE: Coccaro et al.; Case No. Z6000(V)	
<p>Attached please find:</p> <ol style="list-style-type: none">1. Amendment and reply under 37 CFR §1.1112. Transmittal letter <p>for:</p> <p>Applicant: Coccaro et al. Serial No.: 09/955,894 Filed: September 19, 2001 For: Method for Purchasing Consumer Products</p>	

IF PROBLEMS OCCUR WITH THIS TRANSMISSION, PLEASE CONTACT PATTI O'DONNELL AT EXT 2548.
WHEN RESPONDING TO SEND VIA FACSIMILE TRANSMISSION, PLEASE USE FAX NO. 201-840-8294

THIS FACSIMILE MESSAGE IS CONFIDENTIAL AND MAY CONTAIN ATTORNEY PRIVILEGED INFORMATION INTENDED FOR THE USE
OF THE INDIVIDUAL OR COMPANY NAMED ABOVE.

IF THE READER IS NOT THE INTENDED RECIPIENT, OR THE EMPLOYEE OR AGENT RESPONSIBLE TO DELIVER IT TO THE
INTENDED RECIPIENT, YOU ARE HEREBY NOTIFIED THAT ANY DISSEMINATION, DISTRIBUTION OR COPYING OF THIS
COMMUNICATION IS STRICTLY PROHIBITED.

IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, PLEASE IMMEDIATELY NOTIFY US BY TELEPHONE SO THAT WE MAY
ARRANGE FOR THE RETURN OF THE ORIGINAL MESSAGE TO US. THANK YOU.



UNITED STATES DEPT. OF COMMERCE
Patent and Trademark Office

COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

In re application of: Coccoaro et al.
Serial No.: 09/955,894
Filed: September 19, 2001
For: Method for Purchasing Consumer Products

Group: 3727
Examiner: Jeffery A. Shapiro
Edgewater, New Jersey 07020

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir,

Transmitted herewith is an amendment in the above-identified application.

☐ No additional fee is required.

The fee has been calculated as shown below.

CLAIMS AS AMENDED

	(2) * Claims Remaining After Amendment		(4)** Highest No. Previously Paid For	(5) Present Extra	(6) Rate	(7) Additional Fee
Total Claims		Minus			\$ 18.00	
Independent Claims		Minus			\$ 86.00	
Multiple Claims					\$ 290.00	
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT					\$	

*If the entry in Column (2) is less than the entry in Column (4), write "0" in Column (5).

**If the "Highest No. Previously Paid For" is less than "20," write "20" in this space.

☐ Charge \$_____ to Deposit Acct. #12-1155. Triplicate copies of this letter are enclosed.

☒ The Commissioner is hereby authorized to charge any additional fees, which may be required to our deposit account No. 12-1155, including all required fees under

☒ 37 C.F.R. § 1.16;

☒ 37 C.F.R. § 1.17;

☒ 37 C.F.R. § 1.18.

Triplicate copies of this letter are enclosed.

EAS/pod
(201) 840-2925

[Signature]
Edward A. Squillante, Jr.
Attorney of Record
Reg. #38,319